

LENNOX HEAD ALSTONVILLE SLSC

SOCIAL MEDIA POLICY

PURPOSE

Social media is now an important part of our personal and private lives. It has created a significant shift in how we communicate with friends, colleagues, businesses and communities. LHASLSC seeks to make social media an integral part of our ongoing engagement with members, nippers, families and the community.

This policy has been developed to:

- assist identified personnel in the best ways to use social media, recognising its value in promotion and in attracting and retaining nippers and members to our club
- accelerate collaboration and engagement with our nippers, families and members, plus our wider SLS partners, our sponsors, and the community
- guide staff in how to be responsible social media users
- provide clarity with identification of possible social media pitfalls
- deliver guidance on the crossover between business and private use

SCOPE

The policy applies to Administrators of LHASLSC social media sites, and is intended to align with existing LHASLSC policies.

GUIDING PRINCIPLES

In using social media, we ask that you be open, collaborative, responsive, reliable and appropriate.

DEFINITIONS

Social media can be defined as any user-generated content that is shared online through technology 'that promotes engagement, sharing and collaboration' (Matthew Tommasi).

Social media examples include (but are not limited to):

- micro blogging sites (eg Twitter)
- Weblogs, blogs or online diaries (eg WordPress, Tumblr, Blogger)
- Social and professional networking sites (eg Facebook, MySpace, LinkedIn and Yammer)
- Video and photo sharing websites (eg Instagram, YouTube, Flickr, Pinterest)
- Wikis and online collaboration tools (eg Wikipedia, Sharepoint)
- Forums; discussion and message boards (eg Google groups, Ning, Whirlpool)
- Video on demand and podcasting (eg Soundcloud)

Presently, social media engagement is limited to Facebook, but we acknowledge that this may change in the future.

GUIDELINES FOR SOCIAL MEDIA USE AS A REPRESENTATIVE OF LHASLSC

DO's:

- Highlight the achievements of the club
- Exercise responsibility in the online space, being mindful to protect LHASLSC's reputation as well as your own, and understanding that information posted online is public and permanent
- Consider a balance of information that is of interest to and relevant for nippers, our juniors, our active patrolling members as well as our Associate members
- Check that the information is relevant to our surf club membership. If in doubt, check.
- Consider alternate forms of communication, if relevant. For example, would it be better to send an alert via surfguard?
- Remember that not all members are on Facebook, so post accordingly
- Any information relating to competitions or camps/squads as part of the wider SLS network should be checked initially with the JAC and/or the Senior Coach
- Be proactive: act quickly to identify, appropriately respond to, or 'hide' (not delete) comments from other users that are offensive, defamatory, perceived as bullying or unacceptable
- Monitor work posts and respond to questions / queries
- Be honest
- Own mistakes, report them and be quick to rectify
- Respect privacy and confidentiality
- Check that the information is not commercial in confidence, or not for public sharing yet.
- Acknowledge copyright and attribute sources of material
- Exercise good judgement, remembering that you are representing LHASLSC, not yourself.

DO NOTs:

- Do not bring LHASLSC into disrepute or breach our Standards of Business Conduct
- Publish surnames, addresses or private numbers of members
- Publish libellous content or material deemed illegal
- Post or link to pornographic or indecent material
- Comment or publish information that is confidential, or unintended for wider distribution
- Do not swear, defame, harass, bully or express opinions that are racial, sexist or judgemental of sexual orientation
- Comment or express a political or religious opinion. Neither should you use the space to push a personal agenda or cause, or promote a product (unless you have permission by the management committee to do so).
- Conduct private business using LHASLSC social media resources. This includes paid blogging of advertiser's products.
- Post under an alias or pseudonym

If unsure, always check with The President, Secretary or JAC first. Be aware that LHASLSC retains the right to remove content.

GUIDELINES FOR POSTING TO PERSONAL SOCIAL MEDIA ACCOUNTS

The boundaries between business and private social media usage can be blurred. These guidelines have been developed to provide clarity on this issue.

- Your private online conduct should not adversely reflect on LHASLSC or its members
- Be aware that even when you do not specifically use company or individual names, a negative post in your personal capacity can still reflect on LHASLSC if you have mentioned your voluntary work with LHASLSC in any former posts, or in your settings.
- Do not imply LHASLSC endorsement of your personal views

FAILURE TO COMPLY

Graded consequences will apply for any detected breaches of this policy.